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Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Withdrawn) An adjustable shelving unit comprising:
 - (a) a central shelf unit, the central shelf unit comprising a top surface, a front edge, a rear edge, a first side edge and a second side edge;
 - (b) a first extension shelf unit, the first extension shelf unit oriented in a sliding manner with respect to the central shelf unit such that the width or depth of the adjustable shelving unit may be increased by extending and decreased by retracting the first extension shelf unit with respect to the central shelf unit, the first extension shelf unit oriented in a sliding manner with respect to the central shelf unit such that retracted portions of the extension shelf unit are located underneath the top surface of the central shelf unit, the first extension shelf unit having a support surface, a front edge, a rear edge, a distal side and a proximate side, the distal side located distal to the central shelf unit relative to the proximate side;
 - (c) at least one attachment member secured to a portion of the central shelf unit such that when the attachment member is secured to a frame, the first extension shelf unit may be extended or retracted with respect to the central shelf unit without having to reposition the attachment member with respect to the support structure; and
 - (d) wherein the adjustable shelving unit can be secured to a frame and selectively positioned in a substantially horizontal orientation or in a forward sloping orientation.

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2. (Withdrawn) The adjustable shelving unit of Claim 1, further comprising a second extension shelf unit, the second extension shelf unit oriented in a sliding manner with respect to the central shelf unit such that the width of the adjustable shelving unit may be increased by extending and decreased by retracting the second extension shelf unit with respect to the central shelf unit, the second extension shelf unit oriented in a sliding manner with respect to the central shelf unit such that retracted portions of the second extension shelf unit are located underneath the top surface of the central shelf unit, the second extension shelf unit having a support surface, a front edge, a rear edge, a proximate side and a distal side, the distal side located distal to the central shelf unit relative to the proximate side, and wherein the central shelf unit, the first extension shelf unit, and second extension shelf unit for a single shelf are adjustable in multiple orientations.
3. (Withdrawn) The adjustable shelving unit of Claim 2, further comprising interlocking members formed from portions of the first and second extension shelf units, portions of the interlocking members of the first extension shelf unit interlocking with portions of the interlocking members of the second extension shelf unit when the first and second extension shelf units are retracted with respect to the central shelf unit.
4. (Withdrawn) The adjustable shelving unit of Claim 3, wherein the interlocking members are fingers formed from bent wire.

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5. (Withdrawn) The adjustable shelving unit of 4, further comprising a first stop, the first stop extending from the central shelf unit such that the first stop engages an interior tip portion of a bent wire finger of the first extension shelf unit, wherein engagement of the interior tip portion with the first stop prevents further extension of the first extension shelf unit.
6. (Withdrawn) The adjustable shelving unit of Claim 2, wherein the central shelf unit does not move relative to the first and second extension shelf units during extension and retraction of the extension shelf units.
7. (Withdrawn) The adjustable shelving unit of Claim 1, wherein the adjustable shelving unit is adapted to receive at least one product identifier.
8. (Withdrawn) The adjustable shelving unit of Claim 7, further comprising:
 - (a) a front member extending from the front edge of the central shelf unit, the front member comprising an upper lip and a lower lip;
 - (b) a first side member extending from the front and distal side edges of the first extension shelf unit, the first side member having an upper lip and a lower lip;
 - (c) wherein portions of the front member and first side member cooperate in a sliding manner with respect to each other such that extension and retraction of the first extension shelf unit is not substantially hindered; and

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(d) wherein the upper and lower lips of the front member and first side member are formed into channels, permitting the insertion of a product identifier such that the product identifier is retained in between the upper and lower lips.

9. (Currently amended) An adjustable shelving unit, comprising:

(a) a generally planar shelf, comprising:

(i) at least two attachment members extending from the shelf, the attachment members each comprising a top mounting rail and a bottom mounting rail; and

(ii) an upper mounting pin extending downwardly from the rear edge of the top mounting rail and a lower mounting pin extending downwardly from the rear edge of each bottom mounting rail, the upper and lower mounting pins being offset; and

(b) a support frame comprising two vertical members, the vertical members each comprising a plurality of openings formed in a front receiving surface, at least some of the openings being substantially evenly spaced apart from one another;

whereby the shelf is mountable to the support frame by inserting the upper mounting pins in first openings of the receiving surface and the lower mounting pins are selectively able to be positioned against the front receiving surface of the vertical member causing the shelf to be oriented in a substantially horizontal orientation or inside second openings on the front receiving surface of the vertical member causing the shelf to be oriented in a substantially forward sloping orientation, and wherein the shelf is adapted such that the width or depth of the shelf may be increased by extending or decreased by retracting one portion of the shelf with respect to another portion of the shelf.

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10. (Original) The adjustable shelving unit of Claim 9, wherein the relative positioning of the lower pin with respect to the upper pin determines the angle of forward slope of the shelf.
11. (Currently amended) The adjustable shelving unit of Claim 9, wherein each of the upper mounting pin and the lower mounting pin comprises a single bend.
12. (Original) The adjustable shelving unit of Claim 9, wherein the front edge of the shelf bends upward at approximately a right angle and provides support for displayed items when the shelf is in the forward sloping orientation.
13. (Original) The adjustable shelving unit of Claim 9, wherein the front edge of the shelf comprises a frame for receiving indicia.
14. (Currently amended) The adjustable shelving unit of Claim 9, wherein the shelf, top and bottom mounting rails, and the upper and lower mounting pins and lower mounting pin comprise a single one-piece wire structure.
15. (Original) The adjustable shelving unit of Claim 9, wherein the top rail is longer than the bottom rail.

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16. Cancelled

17. Cancelled

18. (New) The adjustable shelving unit of Claim 14, wherein the one-piece structure is a single wire structure.

19. (New) An adjustable shelving unit, comprising:

(a) a generally planar shelf, comprising:

(i) at least two attachment members extending from the shelf, the attachment members each comprising a top mounting rail and a bottom mounting rail; and

(ii) an upper mounting pin extending downwardly from the rear edge of the top mounting rail and a lower mounting pin extending downwardly from the rear edge of each bottom mounting rail, the upper and lower mounting pins being offset; and

(b) a support frame comprising two vertical members, the vertical members each comprising a plurality of openings formed in a front receiving surface, at least some of the openings being substantially evenly spaced apart from one another;

whereby the shelf is mountable to the support frame by inserting the upper mounting pins in first openings of the receiving surface and the lower mounting pins are selectively able to be positioned against the front receiving surface of the vertical member causing the shelf to be oriented in a substantially horizontal orientation or inside second openings on the front receiving surface of the vertical member causing the shelf to be oriented in a substantially forward sloping orientation.